

W.A. - August Mail wk. of 1-31-72

Brook P.R. 300 +

Management

Specific Activities (4 page filled sheet)

HCH 26 - 20MFA + 25MFA

Promotional Rationalization - M.C.

SYN

Merchandising Program Set-up

P.O.S. Listing

Adv. schedule

B + H<sub>1</sub> Ad. - reprint (color) Lighter

B + H Ad. Reprints - Blk. + Whit.

4,000 or Hand

15-18-1 of 1-18-18 Ad Reprint - B+W  
4,000 per hand

(each half page 4) estimated

AMCS + AMDS - 25 EACH

D.M. - SSM - RM } 10 EACH

(MR)

per hand - 10 EACH

total 10 EACH

total 10 EACH

total (each) 10 EACH

15-18-18 - 10 EACH

15-18-18 - 10 EACH

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